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ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES October 2007

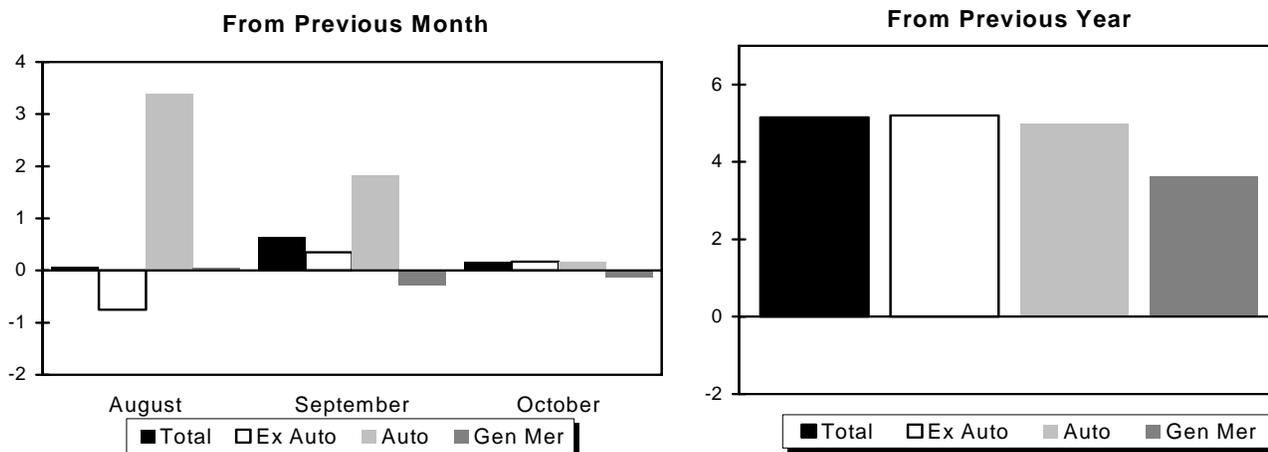
The U.S. Census Bureau announced today that advance estimates of U.S. retail and food services sales for October, adjusted for seasonal variation and holiday and trading-day differences, but not for price changes, were \$380.3 billion, an increase of 0.2 percent ($\pm 0.7\%$)* from the previous month and 5.2 percent ($\pm 0.8\%$) above October 2006. Total sales for the August through October 2007 period were up 4.5 percent ($\pm 0.7\%$) from the same period a year ago. The August to September 2007 percent change was revised from +0.6 percent ($\pm 0.5\%$) to +0.7 percent ($\pm 0.2\%$).

Retail trade sales were up 0.1 percent ($\pm 0.7\%$)* from September 2007 and were 5.1 percent ($\pm 0.8\%$) above last year. Gasoline station sales were up 16.3 percent ($\pm 3.1\%$) from October 2006 and sales of nonstore retailers were up 5.9 percent ($\pm 2.0\%$) from last year.

The advance estimates are based on a subsample of the Census Bureau's full retail and food services sample. A stratified random sampling method is used to select approximately 5,000 retail and food services firms whose sales are then weighted and benchmarked to represent the complete universe of over three million retail and food services firms. Responding firms account for approximately 65% of the MARTS dollar volume estimate. For an explanation of the measures of sampling variability included in this report, please see the Reliability of Estimates section on the last page of this publication.

Percent Change in Retail and Food Services Sales

(Estimates adjusted for seasonal variation and holiday and trading-day differences, but not for price changes)



The Advance Monthly Sales for Retail and Food Services for November is scheduled to be released December 13, 2007 at 8:30 a.m. EST.

For information, visit the Census Bureau's Web site at <http://www.census.gov/retail>. This report is also available the day of issue through the Department of Commerce's STAT-USA (202-482-1986).

* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different than zero.

Table 1. Estimated Monthly Sales for Retail and Food Services, by Kind of Business

(Total sales estimates are shown in millions of dollars and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS ¹ code	Kind of Business	Not Adjusted							Adjusted ²				
		10 Month Total		2007			2006		2007			2006	
		2007	% Chg. 2006	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct.	Sep.	Oct. ³ (a)	Sep. (p)	Aug. (r)	Oct. (r)	Sep. (r)
	Retail & food services,												
	total	3,693,218	4.1	375,840	359,579	394,185	352,353	349,880	380,259	379,635	377,173	361,621	362,062
	Total (excl. motor vehicle & parts) ...	2,907,674	4.4	299,123	284,846	308,265	281,738	276,706	300,912	300,416	299,373	286,039	286,915
	Retail	3,319,457	3.9	337,739	322,407	354,788	316,195	314,129	342,120	341,743	339,509	325,499	326,059
	GAFO⁴	(*)	(*)	(*)	89,982	100,522	90,296	88,874	(*)	98,361	98,751	95,319	95,939
441	Motor vehicle & parts dealers	785,544	3.1	76,717	74,733	85,920	70,615	73,174	79,347	79,219	77,800	75,582	75,147
4411, 4412	Auto & other motor veh. dealers .	722,009	3.2	69,951	68,610	79,037	64,329	67,053	72,866	72,834	71,462	69,395	68,914
44111	New car dealers	(*)	(*)	(*)	56,349	64,575	53,368	55,685	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,123	6,883	6,286	6,121	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	100,041	1.9	9,923	9,883	10,984	9,976	10,308	10,064	10,157	10,294	10,253	10,298
4421	Furniture stores	(*)	(*)	(*)	5,392	5,747	5,213	5,489	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	4,491	5,237	4,763	4,819	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	85,559	3.1	8,428	8,408	9,311	8,063	8,302	9,355	9,346	9,361	9,019	9,095
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	6,686	7,462	6,464	6,669	(*)	7,512	7,545	7,296	7,369
44312	Computer & software stores.....	(*)	(*)	(*)	1,722	1,849	1,599	1,633	(*)	1,834	1,816	1,723	1,726
444	Building material & garden eq. & supplies dealers	301,318	-1.2	31,095	27,795	31,112	29,924	28,748	29,602	29,420	29,551	29,223	29,429
4441	Building mat. & sup. dealers	(*)	(*)	(*)	24,683	27,901	26,890	25,969	(*)	25,420	25,668	25,806	25,866
445	Food & beverage stores	469,545	5.7	47,774	46,808	48,810	45,222	44,631	48,310	48,104	47,750	46,264	45,257
4451	Grocery stores	419,597	5.5	42,603	41,768	43,506	40,359	39,797	42,990	42,751	42,486	41,183	40,280
4453	Beer, wine & liquor stores	(*)	(*)	(*)	3,275	3,517	3,055	3,147	(*)	3,451	3,431	3,176	3,182
446	Health & personal care stores	195,263	6.2	20,051	18,652	20,018	18,937	18,179	20,011	19,970	19,938	19,245	18,996
44611	Pharmacies & drug stores	(*)	(*)	(*)	15,632	16,661	16,241	15,371	(*)	16,755	16,694	16,323	16,078
447	Gasoline stations	354,110	3.1	37,055	35,767	38,339	31,609	33,211	35,664	35,378	34,759	30,659	32,338
448	Clothing & clothing accessories stores	172,951	5.8	18,238	17,076	19,123	17,379	16,902	19,031	19,012	18,984	18,233	18,537
44811	Men's clothing stores	(*)	(*)	(*)	769	745	873	797	(*)	(S)	(S)	(S)	(S)
44812	Women's clothing stores	(*)	(*)	(*)	3,226	3,260	3,238	3,214	(*)	3,417	3,453	3,307	3,351
44814	Family clothing stores	(*)	(*)	(*)	6,607	7,682	7,000	6,604	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,076	2,802	2,204	2,219	(*)	2,266	2,312	2,325	2,383
451	Sporting goods, hobby, book & music stores	68,600	2.4	6,583	6,999	8,483	6,312	7,117	7,455	7,486	7,588	7,230	7,421
452	General merchandise stores	451,177	4.8	46,083	43,829	48,192	44,587	42,466	48,271	48,333	48,470	46,582	46,710
4521	Department stores (ex. L.D.).....	158,716	-1.1	16,354	15,257	17,247	16,620	15,710	17,273	17,367	17,503	17,637	17,833
4521	Department stores (incl. L.D.) ⁵	(*)	(*)	(*)	15,650	17,690	17,067	16,135	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	28,572	30,945	27,967	26,756	(*)	30,966	30,967	28,945	28,877
45291	Warehouse clubs & supercenters.....	(*)	(*)	(*)	25,347	27,520	24,546	23,543	(*)	27,402	27,410	25,436	25,342
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,225	3,425	3,421	3,213	(*)	3,564	3,557	3,509	3,535
453	Miscellaneous store retailers	100,404	3.8	10,620	10,001	10,770	10,042	9,717	10,504	10,564	10,476	10,065	9,951
454	Nonstore retailers	234,945	8.7	25,172	22,456	23,726	23,529	21,374	24,506	24,754	24,538	23,144	22,880
4541	Elect. shopping & m/o houses	(*)	(*)	(*)	15,326	16,512	15,867	14,573	(*)	16,695	16,628	15,741	15,470
722	Food services & drinking places ...	373,761	5.6	38,101	37,172	39,397	36,158	35,751	38,139	37,892	37,664	36,122	36,003

(*) Advance estimates are not available for this kind of business.

(NA) Not available. (S) Suppressed. (a) Advance estimate. (p) Preliminary estimate. (r) Revised estimate.

(1) For a full description of the NAICS codes used in this table, see <http://www.census.gov/epcd/www/naics.html>

(2) Estimates are concurrently adjusted for seasonal variation and for holiday and trading day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-12 ARIMA program. The factors derived from the program are used in calculating all seasonally adjusted estimates shown in this table. Year-to-date seasonally adjusted sales estimates are not tabulated. Adjustment factors and explanatory material can be found on the Internet at <http://www.census.gov/mrts/www/mrts.html>

(3) Advance estimates are based on early reports obtained from a small sample of firms selected from the larger Monthly Retail Trade Survey (MRTS) sample. All other estimates are from the MRTS sample

(4) GAFO represents firms which specialize in department store types of merchandise and is comprised of furniture & home furnishings (442), electronics & appliances (443), clothing & accessories (448), sporting goods, hobby, book, and music (451), general merchandise (452), office supply, stationery, and gift stores (4532).

(5) Estimates include data for leased departments operated within department stores. Data for this line are not included in broader kind-of-business totals.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>

Table 2. Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS code	Kind of Business	Percent Change ¹					
		Oct. 2007 Advance from --		Sep. 2007 Preliminary from --		Aug. 2007 through Oct. 2007 from --	
		Sep. 2007 (p)	Oct. 2006 (r)	Aug. 2007 (r)	Sep. 2006 (r)	May 2007 through Jul. 2007	Aug. 2006 through Oct. 2006
	Retail & food services, total	0.2	5.2	0.7	4.9	0.7	4.5
	Total (excl. motor vehicle & parts) ...	0.2	5.2	0.3	4.7	-0.1	4.5
	Retail	0.1	5.1	0.7	4.8	0.6	4.4
441	Motor vehicle & parts dealers	0.2	5.0	1.8	5.4	3.7	4.8
4411, 4412	Auto & other motor veh. dealers ..	0.0	5.0	1.9	5.7	3.9	4.9
442	Furniture & home furn. stores	-0.9	-1.8	-1.3	-1.4	-1.4	-0.8
443	Electronics & appliance stores	0.1	3.7	-0.2	2.8	0.8	3.2
444	Building material & garden eq. & supplies dealers.....	0.6	1.3	-0.4	0.0	-1.7	0.2
445	Food & beverage stores.....	0.4	4.4	0.7	6.3	0.9	5.1
4451	Grocery stores	0.6	4.4	0.6	6.1	0.8	5.0
446	Health & personal care stores	0.2	4.0	0.2	5.1	0.9	4.8
447	Gasoline stations	0.8	16.3	1.8	9.4	-2.0	7.0
448	Clothing & clothing accessories stores	0.1	4.4	0.1	2.6	0.3	4.3
451	Sporting goods, hobby, book & music stores.....	-0.4	3.1	-1.3	0.9	-0.9	3.2
452	General merchandise stores.....	-0.1	3.6	-0.3	3.5	0.4	4.1
4521	Department stores (ex. L.D.).....	-0.5	-2.1	-0.8	-2.6	-0.9	-1.6
453	Miscellaneous store retailers	-0.6	4.4	0.8	6.2	0.5	5.6
454	Nonstore retailers	-1.0	5.9	0.9	8.2	-0.4	6.7
722	Food services & drinking places	0.7	5.6	0.6	5.2	1.1	5.4

(p) Preliminary estimates (r) Revised estimates

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>.

Source: U.S. Census Bureau

Survey Description

The U.S. Census Bureau conducts the Advance Monthly Retail Trade and Food Services Survey (MARTS) to provide an early estimate of monthly sales by kind of business for retail and food service firms located in the United States. Each month, questionnaires are mailed to a probability sample of approximately 5,000 employer firms selected from the larger Monthly Retail Trade Survey (MRTS). Firms responding to MARTS account for approximately 65% of the total national sales estimate. Advance sales estimates are computed using a link relative estimator. The change in sales from the previous month is estimated using only units that have reported data for both the current and

previous month. There is no imputation or adjustment for nonrespondents in MARTS. The total sales estimate is derived by multiplying this ratio by the preliminary sales estimate for the previous month (derived from the larger MRTS sample). Detailed industry estimates are summed to derive total estimates at broad industry levels. The monthly estimates are adjusted using annual survey estimates and for seasonal variation and holiday and trading-day differences. Additional information on MARTS and MRTS can be found on the Census Bureau website at: <http://www.census.gov/mrts/www/mrts.html>.

Official Business

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Reliability of Estimates

Because the estimates presented in this report are based on a sample survey, they contain sampling error and nonsampling error.

Sampling error is the difference between the estimate and the result that would be obtained from a complete enumeration of the sampling frame conducted under the same survey conditions. This error occurs because only a subset of the entire sampling frame is measured in a sample survey. Standard errors and coefficients of variation (CV), as given in Table 3 of this report, are estimated measures of sampling variation.

The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90 percent confidence interval. If, for example, the percent change estimate is +1.2 percent and its estimated standard error is 0.9 percent, then the margin of sampling error is $\pm 1.65 \times 0.9$ percent or ± 1.5 percent, and the 90 percent confidence interval is -0.3 percent to +2.7 percent. If the interval contains 0, then one does not have sufficient evidence to conclude at the 90 percent

confidence level that the change is different from zero and therefore the change is not statistically significant. Estimated changes shown in the text are statistically significant unless otherwise noted. For a monthly total, the median estimated coefficient of variation is given. The resulting confidence interval is the estimated value $\pm 1.65 \times CV \times$ (the estimated monthly total). The Census Bureau recommends that individuals using estimates in this report incorporate this information into their analyses, as sampling error could affect the conclusions drawn from the estimates.

Nonsampling error encompasses all other factors that contribute to the total error of a sample survey estimate. This type of error can occur because of nonresponse, insufficient coverage of the universe of retail businesses, mistakes in the recording and coding of data, and other errors of collection, response, coverage, or processing. Although nonsampling error is not measured directly, the Census Bureau employs quality control procedures throughout the process to minimize this type of error.

Table 3. Estimated Measures of Sampling Variability and Revision to Advance Estimates

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey and Monthly Retail Trade Survey)

NAICS Code	Kind of Business	Median CV ⁽¹⁾ for Current Mo. (%)	Median standard error ⁽¹⁾ for Percent change			Revision for month-to-month change ⁽²⁾	
			Previous Mo. to Current Mo.	Previous Qtr. to Current Qtr.	Current Mo. to same Mo. Last Yr.	Average revision	Median absolute revision
	Retail & food services,						
	total	0.5	0.4	0.2	0.5	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.5	0.3	0.2	0.4	0.1	0.2
	Retail	0.6	0.4	0.2	0.5	0.1	0.2
441	Motor vehicle & parts dealers	1.9	1.4	0.7	1.7	0.2	0.5
4411, 4412	Auto & other motor veh. dealers .	2.1	1.6	0.8	1.8	0.2	0.5
442	Furniture & home furn. stores	2.0	1.6	0.8	1.8	0.1	0.6
443	Electronics & appliance stores	1.3	0.6	0.5	1.4	0.1	0.4
444	Building material & garden eq. &... supplies dealers	2.3	1.2	0.8	1.4	0.2	0.7
445	Food & beverage stores	0.7	0.2	0.3	0.6	0.0	0.1
4451	Grocery stores	0.8	0.2	0.3	0.7	0.0	0.2
446	Health & personal care stores	1.7	0.5	0.5	1.0	-0.2	0.4
447	Gasoline stations	2.1	0.7	0.6	1.9	0.2	0.3
448	Clothing & clothing accessories stores	1.8	0.5	0.5	0.9	0.2	0.3
451	Sporting goods, hobby, book & music stores	2.2	1.3	1.1	1.6	0.0	0.4
452	General merchandise stores	0.1	0.0	0.1	0.1	0.1	0.1
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	0.1	0.2
453	Miscellaneous store retailers	3.3	2.8	1.8	3.3	0.9	1.5
454	Nonstore retailers	1.5	0.9	0.6	1.2	0.3	0.6
722	Food services & drinking places ..	1.6	0.7	0.7	1.5	0.2	0.4

- (1) Estimated measures of sampling variability are based on estimates not adjusted for seasonal variation or holiday or trading-day differences. Medians are based on estimates for the most recent 12 months.
- (2) These columns provide measures of the difference between the advance-to-preliminary and preliminary-to-final estimates of month-to-month change for the same pair of months as measured by the Advance sample and MRTS sample. The average and median revisions are based on estimates for the most recent 12 months.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/mrts/www/mrts.html>

